GOVERNMENT OF ANDHRA PRADESH
A B S T R A C T

Janmabhoomi Maavooru Programme (JBMV) 2018 – Organisation of Food Festivals in all Mandals on 11th of January, 2018 – Guidelines – Issued.

YOUTH ADVANCEMENT, TOURISM & CULTURE (PMU) DEPARTMENT

G.O.Rt.No.2 Dated 01.01.2018

Read:

G.O.Rt.No.705, Planning (VII) Department, Dated 31.12.2017.

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O R D E R:-

Government is organizing the 5th round of Janmabhoomi Maavooru Programme from 2nd to 11th of January 2018 in all Gram Panchayats / Wards in the states. This round of Janmabhoomi Maavooru programme focus is on ten key themes and the theme related activities would be organized. As part of these ten key themes, on 11th January 2018 the theme of fostering happiness, has been decided. Since the government is keen to utilize this platform for creating atmosphere for happiness, joy and festivity on the last day of Janmabhoomi Maavooru Programme on the 11th January 2018, as a part of this festivity it is decided to conduct a food festival at the Mandal level on 11/1/2018 along with other scheduled programmes, on that day as per the Janmabhoomi Maavooru guidelines issued by the Planning Department vide G.O. Rt.No.705, Dt.31.12.2017.The objectives of the food festival are as follows:

(a) Ignite creativity and interest to highlight the local cuisine.
(b) Launch a platform for learning and practice healthy food habits.
(c) Create an opportunity for showcase the culinary skills of women.
(d) Show case and propagate healthy recipes developed.
(e) Identify the best creative recipes

The food festivals shall be organized in two modes.

1. Organization of exhibition of healthy recipes of Andhra Pradesh: The material for which i.e. Posters. Photographs and Pamphlets will be provided by Chief Executive Officer, A.P. Tourism Authority.

2. Culinary contest and exhibition of prepared food to be organized along with Healthy recipe exhibitions in the same venue on 11/1/2018.

   Indicative guidelines for Culinary contest are as follows:

   1. The Theme of the Culinary contest being planned is "**Maa Pantalu – Maa Vantalu"** and the standard flexi backdrop of this will be provided by the Chief Executive Officer, A.P. Tourism Authority to all districts.

   2. The competitions will be conducted under three categories.

      i) Breakfast items
      ii) Meals (pre-plated Veg. (or) Non-Veg. recipe from local cuisine
      iii) Sweets

3. The competition is open to house wives / SHG women in teams consisting of 2 members.
4. The competitions shall be conducted on 11.01.2018 at Mandal Level in the same venue as decided for other events on that day.

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5. MPDO of the Mandal shall be the main coordinator for the event under the overall supervision of the JC-II of the district
6. MPDO assisted by ICDS/DRDA staff and other local functionaries of the Mandal will mobilize and receive the registrations from the interested participants.
7. Tables, chairs and required arrangements for display of food items for contest and display board for the exhibition of healthy recipes will be made by the concerned MPDOs.
8. Plates, cutlery, crockery and all other items as required to be brought by the participants.
9. Prepared food will be presented by the contestants in innovative manners using any traditional props, relevant centerpieces and crockery being brought by the participants and will have to report one hour in advance for setting up the food display.
10. Participants must demonstrate clean crisp workmanship and proper colorful presentation.

Jury

A 3-member jury will be constituted by the MPDO consisting of a public representative, local ICDS officer and local DRDA Officer. The marks for the contestant will be decided on the basis of interaction, taste and presentation.

Awards

(a) Three recipes shall be selected from each category.
(b) First prize winner of all the 3 categories will be called for a state level **"Best Home Chef"** competition which will be conducted by A.P. Tourism Authority later.
(c) First, Second and Third prize winners of 3 categories shall be given prizes after completion of the event. The MPDO may decide the prizes within the budget provided.

The MPDOs are requested to give wide publicity for the Food Festival through ICDS, DRDA network and other Mandal and village level functionaries.

Budget

An amount of Rs 5,000/- (Rupees five thousand only) will be allocated for the Food Festival for each Mandal. Total budget for each district shall be released by Chief Executive Officer, A.P. Tourism Authority from A.P. Tourism Authority budget to the District Collectors under District Tourism Council funds.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

MUKESH KUMAR MEENA, IAS.,
SECRETARY TO GOVERNMENT (T&C)

To
All the District Collectors.
The Chief Executive Officer,
A.P.Tourism Authority, Vijayawada.
Sf/Scs.

//FORWARDED :: BY ORDER//

SECTION OFFICER